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Inside Information

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to electronic mail. Any items, comments or inquiries should be sent to Denver Browning, Editor, Information Technology Management Staff, Office of Public Affairs, Room 536-A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's FTS2000 (AT&T) mailbox !A13DBROWNING, or call at 202-720-2058. Communicators with USDA Agencies, Land Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

OFFICE OF PUBLIC AFFAIRS HAS OPENING FOR A PUBLIC AFFAIRS SPECIALIST

The Radio and Television Division in USDA's Office of Public Affairs has announced an opening for a GM-1035-13 public affairs specialist with promotion potential to GM-14. Announcement Number is 13-3-54.

Duties include carrying out a variety of programs and program segments within the overall information program of the Division. Other duties are planning and executing assigned productions for informing the public via radio about USDA policies, programs, regulations, research and recommendations which affect interests of producers and consumers.

Qualifications include 52 weeks of specialized experience at least equivalent to the next lower grade level. Other qualifications include skill in conducting radio interviews, excerpting actualities from recorded materials, and editing tape; skill in evaluating story ideas appropriate for radio use; and ability to write concise news stories, feature scripts, and documentary scripts.

Contact Norita Fortune (202-720-4802), USDA, Office of Personnel, Room 12-W, Administration Bldg., Washington, DC 20250.

Closing date is January 27.

**NAT'L ASSN. OF GOV'T COMMUNICATORS ANNOUNCES 1993 BOARD MEMBERS**

Marcella M. Hilt, media specialist at USDA, will become 1993 president of the National Association of Government Communicators (NAGC) January 1.

Hilt, who has served on NAGC's board for several years in various positions, works as director of media liaison and consumer affairs at USDA's Office of Agricultural Biotechnology. She coordinates USDA's department-wide effort to get accurate, objective information about biotechnology to the public.

A native of northwestern Ohio, Hilt received her bachelor's degree in journalism from The Ohio State University, Columbus. She reported for the Columbus (Ohio) Dispatch and the Bellevue (Nebraska) Press before beginning her government career with USDA in 1968.

She received the Distinguished Service Award from NAGC in 1990 and the Award of Excellence for media relations from the Agricultural Communicators in Education (ACE) in 1989.

Hilt is a member of ACE, the Radio-TV News Directors Association, the National Association of Farm Broadcasters and the Society of Government Meeting Planners.

NAGC is a professional association of about 850 active members throughout the country. Members are federal, state and local government employees who edit, write, broadcast, photograph and speak for their respective agencies.

Hilt will make her first appearance to NAGC's membership in her role as president at NAGC's communications school, to be held in Alexandria, Va., January 13 through 15.

New members of the board are: Tom Laue (Illinois Department of Commerce and Community Affairs), vice president for administration and president-elect for 1994; Joseph L. Barnes (public affairs director for the U.S. Navy Band), vice president for programs; Michael W. Jacobs (Indian Health Service at Rockville, MD), secretary; Linda Waring (Washington State Department of Labor and Industries), treasurer; Tom Kell (U.S. Office of Personnel Management), director-at-large; and Karl Gutknecht (Wisconsin Department of Agriculture, Trade and Consumer Protection), director-at-large.

Staying on the board for the second year of their two-year terms as directors are Kathryn S. Kanda (Colorado Department of Natural Resources) and Barbie Richardson (Selective Service System, Washington, DC).



NAL ASSOCIATES ESTABLISH NEW JOURNALISM EXCELLENCE AWARDS

An Agricultural Excellence Awards Program has been established by the Associates of the National Agricultural Library.

Administered by the University of Maryland College of Agriculture, the annual program provides a \$2,000 cash award in each of three categories that recognize print journalism excellence in agricultural reporting.

The categories are: magazines with national and regional circulation, daily newspapers with over 100,000 circulation, and daily newspapers with under 100,000 circulation.

Deadline for this year's competition was January 15, for articles published between July 1, 1991 and July 1, 1992.

For more information on the awards program, contact: Tom Bryant Jr. at 202-462-9600.

**IOWA STATE ASSEMBLES CLIP ART RELATED TO DEVELOPING COUNTRIES**

It can be difficult to find good illustrations dealing with agriculture and related topics in developing countries. Iowa State University has assembled more than 150 pages of copyright-free line drawings -- illustrating people, farming practices, livestock, and crops in developing countries.

The collection, titled "Clip Art for Development," is available from the Department of Journalism and Mass Communication, Iowa State University, Ames, IA 50011. Price is \$11 plus shipping.

For more information, contact: Eric Abbott at 515-294-0492.

**FSIS HAS AN OPENING FOR A SUPERVISORY PUBLIC AFFAIRS SPECIALIST**

There is an opening for a GM-1035-14 supervisory public affairs specialist in the information office of USDA's Food Safety and Inspection Service (FSIS). Announcement Number is FSIS-93-21.

Duties include serving as deputy director of the Information and Legislative Affairs Staff. Other duties include assisting the director in coordinating the FSIS public information and legislative programs with the Office of Public Affairs; other USDA and federal and state agencies; magazines and newspapers; radio and television stations; trade groups; other professional, industrial and educational groups; and appropriate Congressional committees.

Qualifications include 1 year experience in or directly related to the line of work of the position and which is equivalent to the next lower grade level.

Contact: USDA, FSIS, Personnel Division, Room 3161-S, Washington, DC 20250-3700. Phone number is 202-720-6617.

Closing date is February 8.

**USDA SECRETARY NAMES NEW ACTING PUBLIC AFFAIRS DIRECTOR**

U.S. Secretary of Agriculture Mike Espy has named Joel Berg as USDA's new acting director of public affairs and press secretary.

Berg, a native of upstate New York, comes to USDA with considerable experience in public and political communications.

He moved to USDA from the domestic policy staff of the Presidential Transition Team, where he worked following the general election, primarily on the national service initiative. He met with various constituency groups and handled media inquiries, including a number of television appearances.

From last August until the November election, Berg served as Kansas press secretary for the Clinton-Gore campaign. Before that, he was the senior writer on the issues staff in the communications department of the Clinton for President campaign in late 1991 and early 1992.

Berg was a policy analyst and principle research/writer on national service for the Progressive Policy Institute and the Democratic Leadership Council (DLC) in Washington, DC, from March 1989 to August 1990. In 1991, he served on the DLC convention staff writing speeches, talking points, briefings and backgrounders for delegates and the media.

He helped then DLC chairman Gov. Bill Clinton in working group sessions on education reforms. Then Rep. Mike Espy served on the board of the DLC.

Among other experiences, Berg served as campaign manager and chief press spokesman for Rep. Frank Pallone in New Jersey in 1990 and 1992, and for Peter Gruenstein for Congressman-at-large in Alaska in 1988. He also coordinated state senate and assembly races in New Jersey in 1991, and worked other political races in Delaware, Maine, Maryland and New York.

Berg's first government service was in 1986 when he was appointed environmental quality commissioner in Rockland County, NY. He graduated from New York's Columbia University in 1986 with a B.A. in political science.

Among his published writings is a humorous essay in January 1989 New York Newsday: "In Alaska's Politics, Caribou Do Matter." It's about the adventures of a New York native managing a congressional campaign in the nation's largest state.



USDA'S CSRS HAS NEW DIRECTOR OF COMMUNICATIONS ON BOARD

Len Carey was named director of communications for USDA's Cooperative State Research Service on January 25.

Carey had been public affairs account manager for fisheries and wildlife in USDA's Forest Service since 1989.

Other positions Carey held in the Forest Service included speechwriter and congressional liaison for budget development.

Before joining the Forest Service in 1977, he was director of member services for the Society of American Foresters from 1974-77 and served as assistant editor of the Journal of Forestry from 1973-74.

Carey holds a bachelor's degree from Syracuse University.



UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

February 17, 1993:

AGRICULTURAL COMMUNICATORS IN EDUCATION LUNCHEON

USDA Administration Bldg., Rm. 107-A, Washington, DC

Featured Speaker: Bruce Goldfarb, Freelance Writer-Editor

Contact: Kathryn Hill, 202-690-4750 or Hank Becker, 301-504-8547

April 8, 1993:

AGRICULTURAL COMMUNICATORS IN EDUCATION/OPA SPRING WORKSHOP

National 4-H Center, Chevy Chase, Maryland

Contact: Hank Becker, USDA ARS, 301-504-8547

May 8-12, 1993:

AGRICULTURAL COMMUNICATORS IN EDUCATION INTERNAT'L MEETING

Theme: "ACE '93, Discover New Worlds"

Hotel Intercontinental on Biscayne Bay, Miami, Florida

Contact: Donald Poucher, 904-392-0437 or Thomas Hintz, 904-392-5180

